

EXPLORAR SOCIAL MEDIA CONTENT CREATOR/INFLUENCER

JOB DESCRIPTION

Our hotels are seeking a talented Social Media Content Creator/Influencer to create engaging and high-quality content for our social media channels. As a Social Media Content Creator/Influencer, you will be responsible for showcasing our hotel and destination's unique selling points through creative content creation and marketing efforts.

You will work closely with the marketing team to ensure that our social media channels are up-to-date and engaging for our guests and followers.

Key Responsibilities:

- Develop and execute content ideas that showcase the hotel and destination's unique selling points.
- Create visually appealing content, including photos, videos, and graphics, to share on various social media platforms such as Instagram, Facebook, Twitter, and TikTok.
- Write engaging captions and stories that capture the attention of our audience and encourage them to engage with our content.
- Stay up-to-date with social media trends and industry best practices to ensure that our content is on-trend and relevant.
- Collaborate with the marketing team to align social media strategies with overall business objectives.
- Engage with our audience through comments, DMs, and other forms of social media interaction.
- Monitor social media analytics to track the effectiveness of social media campaigns and adjust strategies accordingly.
-

Requirements:

- All equipment for creating and editing content
- Strong creative skills, including photography, videography, and graphic design.
- Excellent written and verbal communication skills.
- In-depth knowledge of social media platforms, trends, and best practices.
- Proven ability to build engagement and following on social media platforms.
- Ability to work collaboratively with cross-functional teams.
- Strong attention to detail and ability to work independently.
- Experience with social media analytics tools